



# smarttrips: bethel

Final Report 2014



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- Lindsay Selser, SmartTrips Program Manager
- Rob Inerfeld, Transportation Planning Manager
- Chelsey Reinoehl, SmartTrips Delivery & Events Intern
- Jordan Bailey, SmartTrips Delivery & Events Intern
- Linda Alexander, Administrative Support
- Mary Hamilton, Administrative Support

#### Administration

- Kim Mast, SmartTrips Graphic Designer
- Tammy Smith, SmartTrips Financial Analyst

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- Cathy Cibor, Planner
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- GEARs (Greater Eugene Area Riders)
- Summer in the City
- Petersen Barn Community Center
- Active Bethel Citizens
- Springfield Creamery
- Bagel Sphere



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### Executive Summary

During the summer of 2013, the *SmartTrips*: Eugene program came to the East Bethel neighborhood in North-West Eugene. The program was called *SmartTrips*: Bethel and reached 5,355 households with the goal of improving livability by encouraging residents to walk, bike, take transit, and carpool more often.

The *SmartTrips*: Eugene program, now in its third season, uses personalized information – local bike maps, transit schedules, and more – and fun, supportive events – guided walks, bike rides, and workshops – to encourage residents to try new travel options. Approximately 10.5% of target area residents, or 564 households, requested *SmartTrips* materials or participated in one of the 15 events. The City of Eugene also added 335 new email contacts to its monthly Transportation Options e-newsletter, *InMotion*, as a result of the program.

Over the course of the program, **the target area saw a considerable increase in walking and bicycling and a related decrease in automobile traffic and air pollution.** The program evaluated residents' shifts in travel behavior using a household travel diary and opinion survey administered before and after the program. According to those survey responses, residents of the *SmartTrips*: Bethel area reduced their drive-alone trips by a relative 7% and increased walking trips by 27% and bicycling trips by 11%. With respect to mode share, the survey results show a 4.4% reduction in drive-alone mode share, with corresponding increases of 1.8% and 0.4% in walk and bike mode share respectively. Based on a continuing reduction in drive-alone trips, it can be estimated that residents of this target area will travel nearly 882,000 fewer vehicle miles annually, resulting in a reduction of more than 716,000 pounds of carbon dioxide emissions annually.

**Residents of the Bethel target area also showed strong awareness of and support for walking and biking in Eugene.** The vast majority of survey respondents (more than 85%) support the City's efforts to help residents walk and bike more, would like to reduce their environmental footprint, and state that their health is important to them. More than two-thirds of respondents would like to drive less, and 67% of post-program respondents say they remember reading, seeing, or hearing information from the City in the last six months about transportation options in their neighborhood. Finally, of those survey respondents who say they are driving less than six months ago, 13% point to access to better information as a cause of the change (as compared to just 5% in the pre-program survey).



**SmartKits, customized packets of transportation information, were delivered to residents by bicycle.**



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### Background

*SmartTrips*: Eugene is a comprehensive program designed to reduce drive-alone trips and increase biking, walking, and public transit in targeted geographic areas of the city. It incorporates an innovative and highly effective individual marketing methodology, which hand-delivers packets of information to residents who wish to learn more about all their transportation options including transit, walking, bicycling, carpooling, car sharing, and combining trips. The program features biking and walking maps and information as well as organized activities which get people out in their neighborhoods or places of employment to shop, work, and discover how many trips they can easily, conveniently, and safely make without using a car. Success is tracked by evaluating qualitative and quantitative results from surveys and other performance measures.

Eugene has been recognized as one of the most successful cities in the country at developing bicycle and pedestrian infrastructure. However, while infrastructure investments do lead to more walking and bicycling, those investments alone do not maximize the potential for mode shift. Enhancing pedestrian and bicycle infrastructure investments with transportation options strategies can be an effective strategy to accelerate mode shift from single occupancy driving trips to walking, biking, and transit. Individualized marketing programs such as *TravelSmart™* and *SmartTrips* have been shown to be a particularly effective approach to targeting trips that originate in residential neighborhoods.

In 2005, the Oregon Department of Transportation (ODOT) funded a pilot *TravelSmart™* individualized

marketing pilot program in Eugene, Bend, and Salem/Keizer. The program targeted 1200 households throughout the City of Eugene and demonstrated a 7% relative reduction in vehicle miles traveled. The City of Portland implemented its own *TravelSmart™* pilot in 2003; the City subsequently created its own individualized marketing program called *SmartTrips* that emphasized the community-building aspects of the program. The Eugene Pedestrian and Bicycle Strategic Plan, adopted in 2008, calls for development of a similar individualized marketing program that targets a different geographic area every year.

The City of Eugene has been able to secure outside funding for three years of *SmartTrips* individualized marketing pilot programs which included six neighborhoods and close to 18,000 households. Through use of these federal and state funds, the City of Eugene has been able to develop its *SmartTrips* program to meet citywide transportation planning goals. The pilot 2010 *SmartTrips* program was funded by a grant from the Department of Energy and was based on the award-winning *SmartTrips* program in Portland, Oregon. The pilot program was focused on the Harlow Neighborhood and a small

piece of the Cal Young Neighborhood along the Coburg Road and Oakway Road corridors. In 2011, the City of Eugene secured a Climate Showcase Communities Grant from the Environmental Protection Agency. The second year program, called *SmartTrips: Central*, targeted 12,000 residents in the Trainsong, Whiteaker, and Jefferson/Westside Neighborhoods. In 2013, the City of Eugene secured the Oregon Department of Transportation Flex Funds Grant with partner agency point2point solutions at Lane Transit District. This program was called *SmartTrips: Bethel* and served over 5,300 households.



**Volunteers rode with “Ask Me Questions” placards to offer information to participants at Eugene Sunday Streets.**



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### Primary Program Goals

- Decreased driving trips [both decreased Vehicle Miles Traveled (VMT) and decreased drive-alone trips]
- Decreased carbon emissions from driving trips
- Increased walking, bicycling, and transit trips
- Increased awareness of multimodal transportation resources and how to use them
- Increased awareness of changing travel behavior as a tool for decreasing carbon emissions

### Program Co-Benefits

Benefits that will be extended to these residents of the target area include:

- Fewer cars on neighborhood streets
- Increased air quality
- Higher levels of physical activity
- Higher level of awareness and acceptance of climate-friendly transportation options
- Greater mobility and increased travel mode choices
- Awareness and utilization of existing resources from the City and community organizations
- Decreased reliance on the automobile, thus decreasing family transportation costs
- Increased community interaction and neighborhood pride

### Other beneficiaries include the following:

- Local businesses, who will see increased visits from neighbors
- Eugene city residents, who will see reduced vehicle volumes citywide stemming from fewer trips originating from the target area
- Lane Transit District, who will see increased ridership on transit vehicles

### Program Elements

The program targeted 5,355 households in the East Bethel neighborhood of Eugene. The program began on June 1, 2013 and ended on September 30, 2013. The

*SmartTrips: Eugene* program invited residents of the target area to order a travel tools *SmartKit* (a customized information packet containing local transportation resources such as maps and brochures as well as a small incentive of their choice). In addition to the customized information packets, *SmartTrips: Eugene* hosted events such as group walks, guided bicycle rides, and workshops. *SmartTrips: Eugene* staff also attended community events and offered information, activities and advice to residents about walking, biking, and transit use in their neighborhood.



**SmartTrips: Bethel target area**

The program offered the following materials and services to all the residents in the target area:

### Customized information packets (*SmartKits*)

All residents in the target area received mail-order forms and were invited to place a customized packet order through the, postage-paid, mail-in order form or online order form. Materials offered included maps, brochures, transit schedules, and travel tools meant to aid in walking, biking, or transit use. *SmartTrips: Eugene* staff delivered 564 customized *SmartKits* to homes by bicycle.

### Newsletters

These mailed or electronic communications were customized to the target area and included information and resources, as well as news on program events. The print newsletters were sent to all target area residents, while the electronic communications were only sent to program participants. Three print newsletters were sent over the course of the program to every household in the target area.



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### Events

The program hosted 14 group walks and bicycle rides, and helpful workshops that were open to all residents in the community. Most events were planned to begin and finish in the target area, thus giving residents the direct experience of good routes to walk and bike where they live. The program also hosted or participated in six community events inside the target neighborhood and offered activities like free helmet giveaways, helmet decorating, kids traffic safety garden, and more.

### Email Communications

Weekly email updates including event notices and news were sent at least weekly to participants who submitted their email address.

### Website

The SmartTrips: Eugene website included the online order form for the customized packets, event listings, and electronic versions of the materials, links to helpful resources, and general program news and information.



**SmartTrips staff offered “Breakfast at the Bus Stop” to encourage transit use in Bethel.**

### Social Media

Electronic and print communications were supplemented by posts on Facebook and Twitter two to three times a week with tips, news, and resources

### Other communications

Event announcements and other program information were communicated through City and community group event calendars, flyering at local businesses, posters at neighborhood community centers and the electronic

newsletter, *InMotion*. During the program, target area households who had not yet ordered a SmartKit received two mailed reminder postcards with the information about how to order a customized packet.

### Eugene Sunday Streets

On September 8, Eugene hosted its fourth Eugene Sunday Streets event in the East Bethel neighborhood, closing one-and-a-half miles of city streets to traffic and opening them up for people to bike, walk, skate, and dance through the streets. About 1,500 community members attended the Bethel Sunday Streets event.

*“I’m really pleased with this service...we need to keep programs like this going in our city!”*



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### SmartTrips: Bethel Overview

The East Bethel neighborhood was selected to be the target area for the 2013 SmartTrips: Eugene program. This area included residents living in the Bethel neighborhood bounded by Highway 99, Roosevelt Boulevard and the Beltline Highway. There are 5,355 households in the SmartTrips: Bethel target area. The program ran from June through September 2013. This neighborhood was selected because it is characterized by a high rate of transportation-disadvantaged households due to lower income levels (1,273 households



**SmartTrips: Bethel materials**

under the poverty line), lack of robust transit options and adequate and convenient bicycling and walking facilities, as well as being one of the neighborhoods in

Eugene that is further from the central city.

The City recognizes that low-income and ethnically-diverse neighborhoods (11% Hispanic or Latino) often confront greater transportation barriers and receive fewer services than more affluent, less-diverse neighborhoods and sought to address this inequality through this program. It was also noted that this neighborhood lacked an apparent culture around active transportation and SmartTrips provides the information, tools, and education to help create a culture shift around this issue.



**Family Fun Nights and Walk There events (such as Walk There: Bowling, above) drew on a larger pool of participants by including adults and children.**



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### Packet Deliveries and Materials

A total of 5,355 households received order forms for customized information packets (SmartKits) by mail in the target area, with 564 households placing orders for SmartKits. Orders were placed in three ways: online, mail-in, and phone.

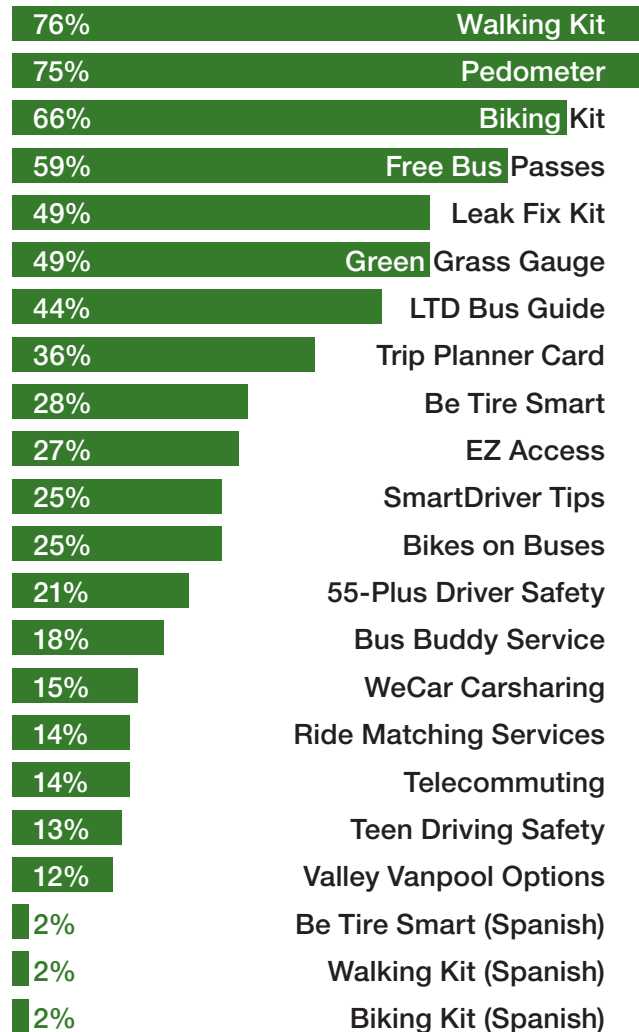
Participants could choose materials with information on walking, biking, and transit services and could choose from one of the three free travel tools. These tools included a SmartTrips BPA-free metal water bottle, a SmartTrips umbrella, and a durable bandana walking and biking map. Participants could also select a walking kit which included a pedometer and/or a biking kit which included a reflective pant strap. All participants were given a neighborhood walking and biking map specific to the target area. All 564 packets were delivered by bicycle.

#### Packet Deliveries and Materials

Program	SmartTrips: Bethel
Dates	June 1 – Sept. 30 2013
Target Area Households	5,355
Households Requesting Packets	564
Participation Rate	10.53%

### Materials Requested

Materials created specifically for SmartTrips: Eugene included an event calendar, a thank you letter, a Guide to Your Ride booklet, a Walk to Wellness brochure, travel tools such as a BPA-free metal water bottle, durable bike map, umbrella, and the Bethel neighborhood map which included bus stops, bike routes, popular destinations and amenities, and intersections with traffic lights to aid in crossing busy streets. SmartTrips: Eugene partnered with the Eugene Water and Electric Board to offer a SmartDrips program, modeled after a similar Portland initiative, to help educate community members about water conservation. A green grass gauge and a leak fix kit were offered to participants on the order form. Other existing materials came from the City of Eugene Public Works,



#### Percent of Participants Ordering Each Item

Lane Transit District, Oregon Department of Transportation – Safety Division, Eugene Safe Routes to School, and Eugene Water and Electric Board. See the appendix for copies of most materials.

Each packet included the following items:

- Bethel Neighborhood SmartTrips Walking/Biking Map
- SmartTrips Event Calendar
- SmartTrips Thank You Letter
- Lane Coalition for Healthy Active Youth brochure
- Safe Routes to School brochure



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- “Drive Less. Save More.” bumper sticker
- SmartTrips Shopping List Notepad

Walking Kits included the following materials:

- Walk to Wellness brochure
- Oregon Crosswalk Laws\*
- Do the Safety Step\*
- Weekly Walking Logs (2)

Biking Kits included the following materials:

- Eugene by Cycle Ride Guide
- Eugene/Springfield Bicycle Map and Resource Guide\*
- LTD Bikes on Buses Guide
- A Perfectly Fitted Bicycle Helmet Guide\*
- Oregon Bicyclist Manual\*
- Be Smart! Be Seen! Cycling at Night
- Free bicycle pant leg strap
- GEARS (Greater Eugene Area Riders) brochure

The following materials were also available to order:

- LTD Rider’s Digest – routes and schedules
- Personal Trip Planner Card
- LTD Bikes on Bus brochure
- Bus Buddy – a service for seniors to learn the LTD bus system
- EZ Access – brochure regarding services provided by LTD for seniors and people with disabilities
- One free week of (5) bus passes
- Carpool and Vanpool information
- Telecommuting brochure
- Driver Safety Information for Older Drivers
- SmartDriver Tips - safe and energy-efficient driving
- The Oregon Parent Guide to Teen Driving
- Be Tire Smart – information on tire maintenance\*
- How to Fix a Leak Kit
- Green Grass Gauge with introductory brochure

\*Item or substitute item available in Spanish

## Events

### Event Promotion

- Facebook promotion:

- Each event was promoted starting about a week before the event and updated each day up to the event.
- Postings on SmartTrips: Eugene’s Facebook page were reposted or shared on other pages’ walls including City of Eugene Transportation Planning, Point2Point Solutions, GEARS, Safe Routes to School, Kidical Mass, Neighborhood Association websites, Business Commute Challenge, UO Bike Program, and other community partners.
- Breakfast at the Bike Bridges events and Sunday Streets each had event pages on Facebook.
- Local businesses that donated to events were “liked” and tagged in posts before and after events to acknowledge their donations and create a good relationship for the future.

- Larger events were submitted to The Register Guard newspaper as well as the City of Eugene’s recreation guide. The events were also submitted to the community bike calendar online that links to the GEARS community bike group’s website.

- Google calendar on the SmartTrips website included all events

- SmartTrips e-newsletter: Throughout the summer, SmartTrips participants were added to an e-newsletter mailing list. The e-newsletter was sent each week to promote upcoming events.

### Event Descriptions

#### **Eugene Walk There Series**

Sweet Treats Walk

*A 2-mile walk through the neighborhood to the local Dairy Queen.*

Walk to Touch-a-Truck

*Partnered with Recreation Staff at Petersen Barn Community Center to lead a walk to the Touch-a-Truck event.*



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### Walk to Bowling

*A 1.6-mile walk to Strike City Lanes for a free game of bowling.*

### Eugene By Cycle Series

#### Bike Ride to the West Eugene Wetlands

*Guided ride to Meadowlark Prairie in the West Eugene Wetlands.*

#### Ride to the Ems Game

*This ride was changed to a carpool event due to lack of interest in the original 12 mile ride.*

### SmartTrips: Eugene Clinics – LEARN Series

#### Bike Maintenance Class (7/12, 8/18, 8/23)

*Two hour class including basic and advanced skills taught by local mechanic. The July 12 class was cancelled due to unforeseen staffing issues. The August 23 class (taught in Spanish) was unattended.*

*Received positive feedback from participants.*

#### SmartTrips Transportation Ambassador Training

*Postponed due to lack of interest.*

### Additional Community Events

#### Bike Rodeo

*SmartTrips staff set up a kids' traffic garden and gave away free helmets to children and adults.*

### Event Calendar

	Day	Date	Time	Event Leader	No. of Participants
We Are Bethel Celebration	Saturday	06/1/2013	12:00 pm	City of Eugene Staff	1500
Family Fun Night	Thursday	06/13/2013	5:30 pm	City of Eugene Staff	90
Transportation Ambassador Training	Saturday	6/15/2013	9:00 am	SmartTrips Staff	0 (cancelled)
Walk There: Sweet Treats Walk	Tuesday	06/25/2013	6:30 pm	SmartTrips Staff	0
Breakfast at the Bridges	Friday	06/28/2013	7:00 am	SmartTrips Staff	150
Movie Night at Petersen Barn Community Center	Friday	07/5/2013	9:00 pm	City of Eugene Staff	183
By Cycle: West Eugene Wetlands	Sunday	07/7/2013	10:00 am	SmartTrips Staff	0
Family Fun Night	Thursday	07/11/2013	5:30 pm	City of Eugene Staff	112
Bike Maintenance Class	Friday	07/12/2013	6:00 pm	Paul's Bicycle Way of Life	0 (cancelled)
Walk There: Touch-a-Truck	Wednesday	7/17/2013	4:45 pm	SmartTrips Staff	1
Breakfast at the Bus Stop	Thursday	7/18/2013	7:00 am	SmartTrips Staff	5
Eugene Sunday Streets-Downtown	Sunday	7/21/2013	11:30 am	City of Eugene Staff	3700
Breakfast at the Bike Bridges	Friday	07/26/2013	7:00 am	SmartTrips Staff	170
Breakfast at the Bus Stop	Thursday	08/1/2013	7:00 am	SmartTrips Staff	3
Blackberry bRamble and Bike Day Celebration	Saturday-Sunday	08/01/2013-08/02/2013	6:30 pm	GEARs & SmartTrips Staff	500
Walk There: Bowling	Saturday	08/10/2013	11:00 am	SmartTrips Staff	5
Family Fun Night	Thursday	08/15/2013	5:30 pm	City of Eugene Staff	102
Bike Maintenance Clinic	Saturday	08/18/2013	1:00 pm	Elle Natchke – UO Bike Program	2
Bike Rodeo	Tuesday	08/20/2013	12:00 pm	SmartTrips Staff	50
Bike Maintenance Class (taught in Spanish)	Friday	08/23/2013	7:30 pm	SmartTrips Staff	0
Carpool to the Ems Game (formerly a bike ride)	Sunday	08/25/2013	3:30 pm	SmartTrips Staff	15
Breakfast at the Bike Bridges	Friday	08/30/2013	7:00 am	SmartTrips Staff	100
Eugene Sunday Streets-Bethel	Sunday	09/8/2013	11:30 am	City of Eugene Staff	1500
Breakfast at the Bridges	Friday	09/27/2013	7:00 am	SmartTrips Staff	150



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### Breakfast at the Bus Stop (7/18, 8/1)

*Provided free pastries and coffee to transit commuters in the target neighborhood.*

### Breakfast at the Bike Bridges (Last Friday of June, July, August, September)

*Provided free bagels, coffee, bike bells, bike safety checks, bike registration, and community building for multi-use path users in different areas of Eugene; very popular and well received events.*

### Blackberry bRamble and Bike Day Celebration

*Staffed a booth to promote SmartTrips/Eugene Sunday Streets to the 500 event participants of the annual GEARs-sponsored century ride and bike celebration.*

### Family Fun Night (6/13, 7/11, 8/15)

*Partnered with City of Eugene Recreation, Family Fun Night offers neighborhood residents free dinner, crafts, and entertainment on the first Thursday of every month. SmartTrips staff provided transportation-related activities like helmet giveaways, helmet decorating, and tricycle drag races.*

### Movie Night at Petersen Barn Community Center (7/5, 8/23)

*Sponsored by Summer in the City, SmartTrips staff promoted SmartTrips Eugene at this neighborhood event by giving away prizes to individuals who commuted to the movie by walking, biking, taking the bus, or carpooling, hosting a popcorn toppings bar and teaching a bike maintenance class in Spanish prior to the movie.*

## Event Highlights and Challenges

SmartTrips: Bethel received strong support from local businesses both inside and outside of the target area. There were 15 participating area businesses who donated goods for a variety of SmartTrips events:

- Strike City Lanes
- Lee's Donuts
- Full City Coffee Roasters
- Springfield Creamery
- Bagel Sphere

Major sponsors of Eugene Sunday Streets include the following:

- Oregon Department of Transportation
- Lane Transit District
- Eugene Weekly
- Bike Friday
- PacificSource
- The Register Guard
- Cumulus Media

For a full list of Eugene Sunday Streets sponsors please visit [www.eugenesundaystreets.org](http://www.eugenesundaystreets.org).

## Highlights

Partnering with the neighborhood community center, Petersen Barn Community Center, to table at their events proved to be a great way to speak with neighborhood residents about the SmartTrips program. All of the events put on by the community center were well attended because they are the only community center in the neighborhood that provides regular free recreation programming for families and individuals. They have a very good relationship with the neighborhood residents and were an excellent resource for finding out how to best promote our events.

SmartTrips staff supplied families in the target neighborhood with over 100 bicycle helmets at two events. At the Family Fun Night event on August 15, SmartTrips staff fitted and gave away 70 helmets to parents and children. At the Bike Rodeo on August 20, staff fitted and gave away 40 helmets to children.

## Challenges

Two guided tours, Sweet Treats Walk on June 25 and West Eugene Wetlands Bike Tour on July 7, were unattended. SmartTrips staff attributes the low attendance to the unseasonably poor weather on both days. Both days were very cool and rainy. In the future, SmartTrips coordinators should plan events that take place later in the summer, perhaps mid-July, and through the beginning of



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fall, as Eugene is nearly always cool and wet throughout the month of June. Many households had probably not received their SmartKits by the time of the earlier events, which means they may not have received the event calendar yet. Planning events later in the program will be better for both weather and communication.

Two events had to be cancelled due to unforeseen staffing issues or lack of interest. The Transportation Ambassador Program was cancelled because there was a lack of interest from community members. It was scheduled to take place on a Saturday morning when many high schools and the local university had their graduation ceremonies. SmartTrips staff believes that this conflict had a significant impact on the lack of interest and would like to offer a community-wide Transportation Ambassador workshop in the fall.

The bike maintenance class on July 12 was cancelled because of a scheduling conflict with the instructor. Residents in the target neighborhood were notified about the cancellation two days prior to the event via signs at the local community center, social media, and an e-newsletter.

The Bike Maintenance class (taught in Spanish) on August 23 was unattended. SmartTrips staff partnered with Summer in the City staff to teach a bike maintenance class in Spanish before a Movie in the Park in Spanish event. While the bike maintenance class was unattended, the movie also saw very low attendance. SmartTrips staff advertised the class through community event calendars, social media, and with flyers in Spanish at the neighborhood community center the week prior to the event. After the event, SmartTrips staff spoke with other City of Eugene Recreation programs and were advised that programs for Spanish-speaking citizens see very low attendance rates throughout the City of Eugene. This could be due to language barriers or a general mistrust of government. In the future, SmartTrips staff will work with Spanish-speaking community groups to advertise programming to the Spanish-speaking community or to host the event in coordination with an organization that works with Spanish-speaking individuals, possibly at the location of regular meetings.

### Eugene Sunday Streets

Two Eugene Sunday Streets events were held during the SmartTrips program. The Eugene Sunday Streets-Bethel event was the finale event for SmartTrips: Bethel program. Both events were hugely successful with over 5,700 community members attending and over 220 volunteers working the events. The events allowed SmartTrips to reach many more local residents.

Eugene Sunday Streets Downtown and Bethel featured 4.5 miles of automobile-free streets, where people could walk, bike, roll, or run on the street, around Eugene's unique neighborhoods. Activity centers along the route featured games and entertainment for kids of all ages in Eugene's beautiful city parks. One of the most important goals of these events was to provide inexperienced or hesitant active transportation users an opportunity to try out walking and bicycling on the streets in a safe and fun environment.

#### Eugene Sunday Streets Objectives:

- Improve the health of Eugene residents
- Reduce dependence on a motor vehicles by encouraging walking and bicycling
- Increase neighborhood livability
- Create new opportunities for businesses, recirculating money directly into our local economy.

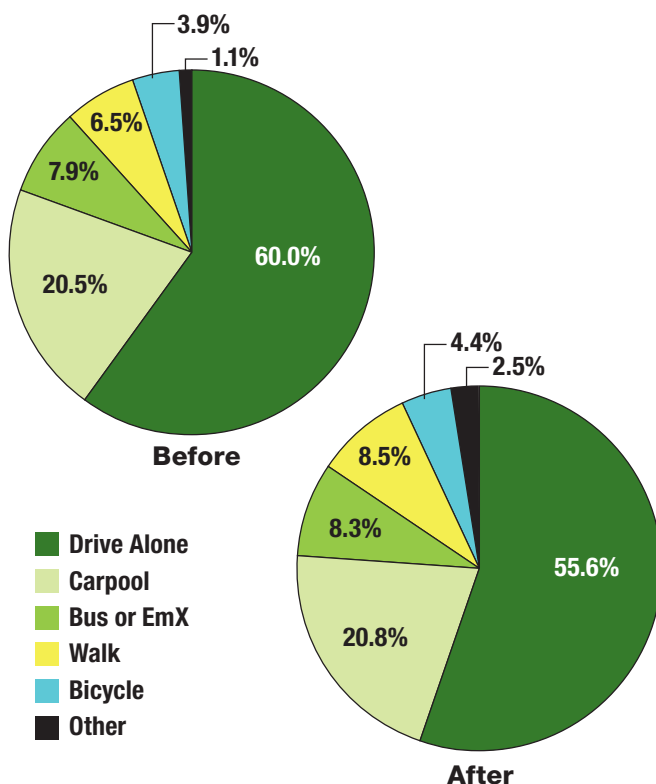


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### Performance Measurement and Results

#### Overview

Two travel surveys were administered to target area residents before and after the SmartTrips: Bethel program in order to measure changes in mode share over the course of the program. The survey results show a 4.4% reduction in drive-alone mode share, with corresponding increases of 1.8% and 0.4% in walk and bike mode share respectively. Mode share as reported before and after the program is shown in charts below. Based on a continuing reduction in drive-alone trips, it can be estimated that residents of this target area will travel approximately 882,000 fewer vehicle miles annually, resulting in significant greenhouse gas emission reductions as described further in the following pages.



Target Area Mode Share Before (above) and After (below)

#### Methodology

In order to evaluate the effectiveness of the 2013 SmartTrips program in reducing drive-alone trips, the project team conducted pre- and post-program travel surveys to measure mode share in the target area. Surveys were mailed to all target area households (not just those who participated in the program). In order to have a 95% confidence level, assuming 5% sampling error, the administration of each survey required at least 359 completed surveys from a random sample of the analysis area. As shown in the table below, this minimum number of surveys was achieved, and therefore, it is assumed for this analysis that the results are representative of the entire target area.

The survey comprised a one-day trip diary, opinion questions regarding active transportation planning and programs, and basic demographic questions. The pre-program survey was mailed in May 2013 prior to any program press or outreach, and the post-program survey was mailed to the same households in October 2013 following the completion of all program activities and packet deliveries. The survey instruments can be found in the appendix. The adjacent table shows a summary of the survey response rates.

#### Survey Response Summary

	Pre-Program Survey	Post-Program Survey
Mail Date	May 2013	October 2013
Number of Surveys Delivered*	5,380	5,380
Number of Completed Surveys	639	638
Response Rate	11.9%	11.9%

\*Number of surveys delivered is the total number of surveys mailed minus the number of surveys returned as invalid or vacant addresses.

The trip diary portion of the survey asked respondents to log all the trips they made the previous day, by asking "Where did you go?" and "How did you get there?" A



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trip was defined as each time an individual left one place and arrived at another place. For example, if a person left home and walked to the post office, then walked home, that corresponded to two trips. Mode shift results presented in this section are based on that trip diary data from both the pre- and post-program travel surveys.

The mode shift calculated from the survey data is used to estimate daily and annual vehicle miles traveled (VMT) reductions among target area households. This calculation is made by multiplying the average number of trips made by each person per day for a particular trip purpose by the drive-alone mode share for that purpose and by the corresponding average trip distance as estimated by the Lane Council of Governments (the COG to which Eugene belongs) from the 2009 Oregon Household Activity Survey (OHAS). To determine an average trip distance, the trip diary survey categories were matched with trip type categories from the OHAS as shown in the table at the bottom of this page. Average trip distances for school and college were combined as a weighted average based on the proportion of students enrolled in preschool through grade 12 and college, respectively, using 2010-2012 American Community Survey data for the City of Eugene. Because trip diaries were returned for all seven days of the week, annual VMT reductions are based on 365 days, which assumes that the trip diaries represent

an average day, whether it be a weekday, weekend, work/school day, or holiday. The resulting calculated VMT per person for all trip purposes is aggregated to represent the entire target area.

Greenhouse and noxious gas emission reductions are estimated based on VMT reduction calculations, as well as emission rates from the 2008 EPA Report 420-F-08-024, "Emission Facts: Average Annual Emissions and Fuel Consumption for Gasoline-Fueled Passenger Cars and Light Trucks."

### Emission Rates of Greenhouse and Noxious Gases

Pollutant	Emission Rates (per mile driven, in grams)
Carbon dioxide (CO <sub>2</sub> )	368.4
Carbon monoxide (CO)	9.400
Hydrocarbons (THC)	1.077
Nitrogen oxides (NO <sub>x</sub> )	0.693
Particulate matter (under 10 microns diameter; PM <sub>10</sub> )	0.0044
Particulate matter (under 2.5 microns diameter; PM <sub>2.5</sub> )	0.0041

Source: EPA Report 420-F-08-024: Emission Facts: Average Annual Emissions and Fuel Consumption for Gasoline-Fueled Passenger Cars and Light Trucks. 2008.

### Trip Behavior Summary

2013 Eugene Travel Survey Trip Purpose	Comparable Oregon Household Activity Survey (OHAS) Trip Purpose	Average Trip Distance Based on OHAS (miles)	Average Number of Trips Made Per Day by Survey Respondents	Drive-Alone Mode Share (Pre-Program Survey)	Drive-Alone Mode Share (Post-Program Survey)
Work	Work	4.46	0.41	75.29%	70.90%
Shopping/Errand	Shopping	2.65	0.88	63.94%	57.42%
School	School/College	4.32 (weighted avg.)	0.14	52.87%	43.75%
Other	Other	3.14	0.66	48.03%	44.74%
Returned Home	N/A (weighted avg. of other trip purpose types)	3.27	0.97	59.49%	56.51%

Sources: 2009 Oregon Household Activity Survey, 2010 American Community Survey 1-Year Estimates



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### Travel Behavior Results

The average number of daily trips of all types for survey respondents was 3.3 in the pre-program survey and 2.9 in the post-program survey. Each trip was attributed one of five purposes: work, school, shopping/errand, other, or returned home. The chart at top right shows the distribution of trip purposes reported by respondents in the pre- and post-program surveys.

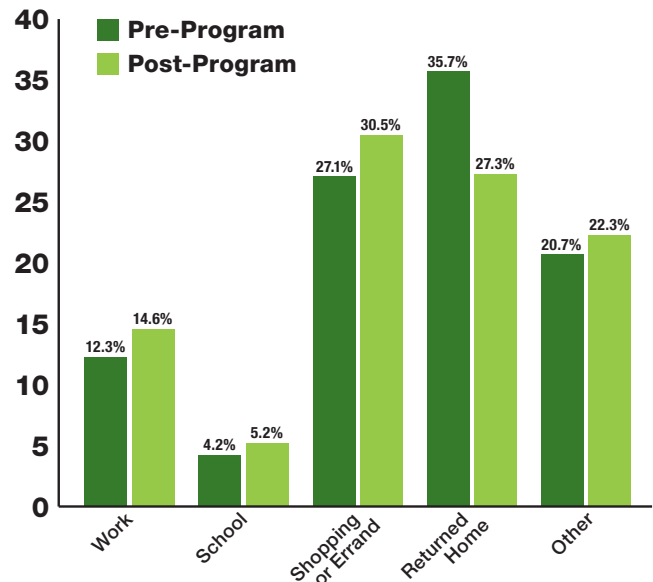
In addition to trip purpose, survey respondents reported the primary mode used for each trip taken. The lower chart on this page shows the share of trips made by each mode in the pre- and post-program surveys. “Other” trips include trips made by taxi, motorcycle/scooter, electric vehicle, and skateboard.

The shift in mode share over the course of the program provides a method for evaluating the program’s effectiveness. Drive-alone mode share decreased 4.4%. Walking mode share increased 1.8%, bicycling mode share increased 0.4%, and transit mode share increased 0.5%. In relative terms, trips made by walking increased by 26.9%, bicycling increased by 10.8%, and transit use increased by 6.7%, between the pre- and post-program surveys. The top chart on the next page shows the mode shift as reported by survey respondents.

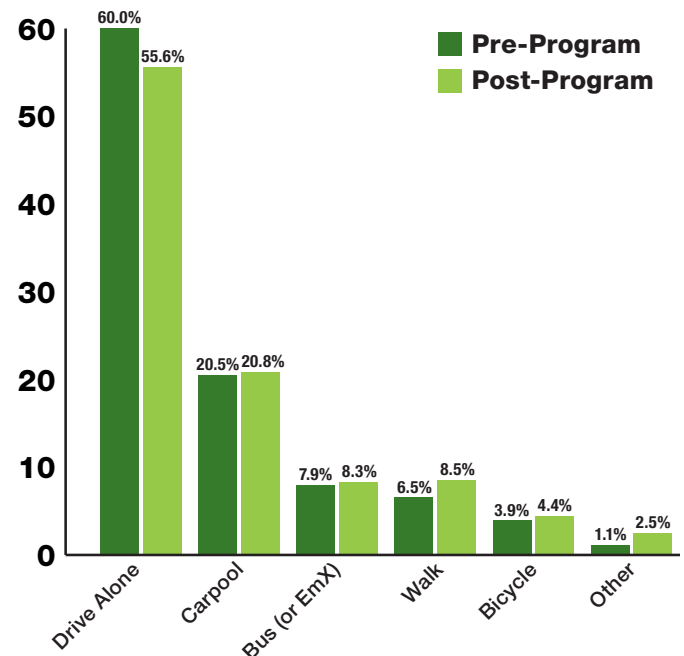
For a better understanding of travel behavior in the program area, mode shift can be evaluated by trip type. The second chart on the next page shows drive-alone mode shift by trip type. Drive-alone mode share for shopping/errand trips dropped significantly, as did driving alone for school trips, while the overall share of trips made for these reasons increased slightly.

### Program Impact on Vehicle Miles Traveled and Greenhouse and Noxious Gas Emissions

Based on the demonstrated reduction in drive-alone trips, it is estimated that program area residents will continue to drive 2,416 fewer miles per day following the program, which can be extrapolated to a reduction of nearly 882,000 vehicle miles per year. This annual VMT savings



Overall Trip Purpose Reported in Pre- and Post-Program Surveys



Overall Mode Share Reported in Pre- and Post-Program Surveys



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translates to significant reductions in greenhouse and noxious gas emissions, as shown in the following table.

### Annual VMT and Greenhouse Gas/Noxious Gas Emission Reductions

Performance Measure	Observed Reduction
Vehicle Miles	881,761 miles/year
Carbon dioxide (CO <sub>2</sub> )	716,151 pounds/year
Carbon monoxide (CO)	18,273 pounds/year
Hydrocarbons (THC)	2,094 pounds/year
Nitrogen oxides (NO <sub>x</sub> )	1,347 pounds/year
Particulate matter (under 10 microns diameter; PM <sub>10</sub> )	8.6 pounds/year
Particulate matter (under 2.5 microns diameter; PM <sub>2.5</sub> )	8.0 pounds/year

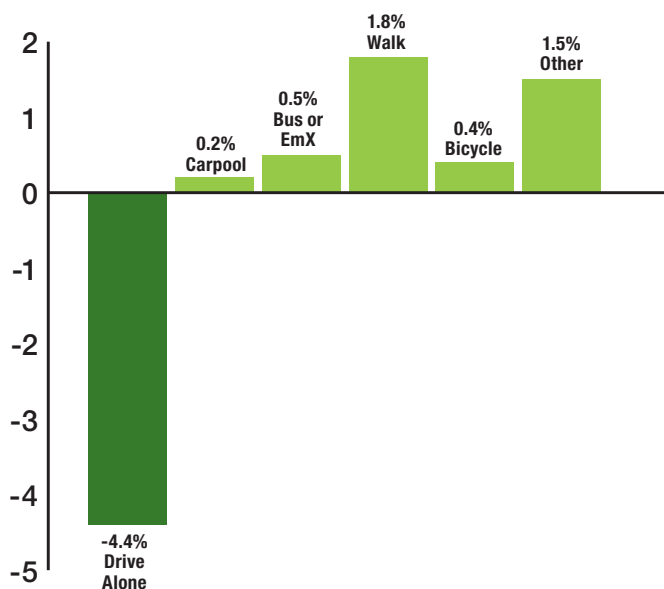
### Awareness and Self-Reported Behavior

In addition to the travel diaries, survey participants were asked a series of questions about their travel habits and attitudes. Respondents were asked whether they think they are driving alone to places more often, less often, or about the same number of times each week as they were

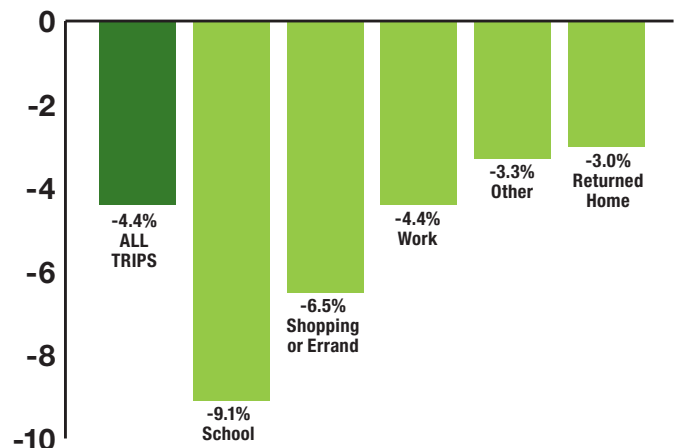
six months ago. If the respondent answered that they think they are driving less, then they were asked to what they attributed the change.

In both surveys, about one quarter of respondents stated that they think they are driving less than six months ago (24.2% and 24.6%, respectively). The reasons for their reduced driving are where responses differ. In the pre-program survey, the most common reason was increased fuel prices, while in the post-program survey, more respondents pointed to a change in social habits or their job. Notably, the proportion of respondents stating that access to better information on transportation options caused them to drive less increased nearly three times between the surveys, from 5% in the pre-program survey to 13% in the post-program survey. This is a promising indication that the messages of and information provided by the SmartTrips program effectively reached target area households.

In the post-program survey, respondents were also asked if they remembered reading, seeing, or hearing information from the City of Eugene in the past six months about



Target Area Mode Shift from Pre- to Post-Program



Drive-Alone Mode Shift by Trip Purpose



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### Reported Agreement with Attitudinal Questions (of those who reported an opinion)

Statement	Pre-Program Survey			Post-Program Survey		
	Strongly Agree	Somewhat Agree	Overall Agreement	Strongly Agree	Somewhat Agree	Overall Agreement
I think it is a good idea for the City of Eugene to help residents walk and bike more.	44.4%	39.4%	83.8%	55.2%	33.7%	88.9%
I would like to drive less.	27.7%	36.4%	64.1%	30.5%	41.9%	72.4%
I would like to reduce my environmental impact.	51.1%	37.5%	88.6%	56.4%	34.0%	90.4%
Improving or maintaining my health is important to me.	78.7%	19.2%	97.9%	85.6%	13.4%	99.0%

walking, bicycling, or transit options in their neighborhood. The majority of respondents, 67%, said yes, suggesting that the program (and the City's other efforts in this area) reached many neighborhood residents.

### Attitudes Towards Active Transportation

In addition to the travel diaries, survey participants were asked a series of questions about their attitudes towards active transportation, as well as their habits. In general, the residents of the target area displayed a strong positive agreement with statements relating to the value of active transportation both before and after the program, demonstrating support for transportation options and healthy lifestyles.

The majority of pre- and post-program survey respondents agreed that it is a good idea for the City of Eugene to help residents walk and bike more, that they would like to reduce their environmental impact, and that improving their health is important to them. Further, support of these statements increased in the post-program survey. It is also worth noting that three out of five residents responding to the surveys report having a bicycle available to use, indicating that there is not only support but also opportunity for more bicycling among residents.

Sixty-four percent and 72% of pre- and post-program survey respondents, respectively, agreed with the statement, "I would like to drive less." Notably, 12% to 13% of respondents reported that they do not have any

vehicles at their residence, while others may already drive very little, which may explain why fewer respondents responded positively to that particular statement. Responses are summarized in the above table.

### Other Factors Affecting Mode Choice and Results

The primary goal of the SmartTrips: Bethel program was to reduce drive-alone trips made by residents of the target area. While the survey results suggest that the program succeeded in reducing driving trips, other factors likely influenced mode choice over the duration of the program, both positively and negatively. Demographics affect travel behavior, and research suggests that older adults tend to make fewer trips and drive more often than younger adults. Because our survey sample was generally older than the Bethel neighborhood as a whole, even when considering only adults 18 and over, it is likely that the travel survey results would have been different with a more representative survey sample. Fuel costs, weather, and construction and infrastructure projects may also have an impact on travel choices.



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### Staffing

#### City of Eugene Public Works Department

Staff Person	Lead Role	Allocated Time
Lindsay Selser	SmartTrips Program Manager	.25 FTE (year round)
Moorea Strueby	SmartTrips Bethel Coordinator	.75 FTE (1/13 – 9/13)
Chelsey Reinhol	SmartTrips Delivery & Events Intern/Eugene Sunday Streets Volunteer Coordinator	.65 FTE (6/13 - 9/13)
Jordan Bailey	SmartTrips Delivery & Events Intern	.5 FTE (6/13 - 9/13)
Linda Alexander	Administrative Support	Support Role
Mary Hamilton	Administrative Support	Support Role
Kim Mast	Graphic Designer	.1 FTE
Kathy Eva	Materials & Outreach Coordination	.1 FTE

### Timeline

#### Materials and Services Budget

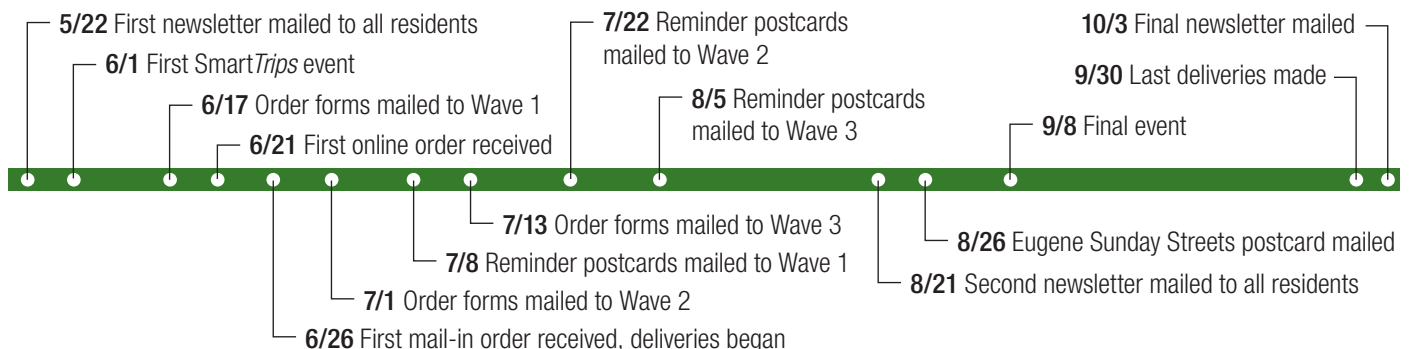
The program costs amount to approximately \$11 per person in the SmartTrips: Bethel area. The 5,355 household program, reaching over 12,000 residents, cost \$132,225. Even more residents were reached through the program this year because of the inclusion of the Eugene Sunday Streets events in Downtown and the Bethel neighborhoods. These events serve people from all over Eugene and the Eugene-Springfield region. This includes the following costs:

#### SmartTrips: Bethel Program Budget\*

Costs	Grant	Match-Cash**	Total
Personnel	\$69,754	N/A	\$69,754
Contractual	\$12,500	N/A	\$12,500
Supplies	\$2,117	N/A	\$2,117
Equipment	\$3,184	N/A	\$3,184
Postage	\$8,820	N/A	\$8,820
Printing	\$10,078	\$1,677	\$11,755
Advertising	N/A	\$13,611	\$13,611
Other/Events	\$10,484	\$1,788	\$12,272
<b>TOTALS</b>	<b>\$116,937</b>	<b>\$17,076</b>	<b>\$132,225</b>

*\*This budget is for our entire Flex Funds Grant and includes staff time and costs for Eugene Sunday Streets as well.*

*\*\*A 13.37% local match was a requirement of the Flex Funds Grant*





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### Lessons Learned

#### Overall Reflections

- Reminder postcards sent to residents who had not ordered a packet were effective in increasing response rate. An extra reminder postcard was sent in September and this brought in another 100 plus orders.
- The timing of the waves of order forms is important when considering the planning of events because events planned before residents receive their packets will be poorly attended.
- It would be wise to require reservations for events that include free activities or incentives (e.g., bowling or ice cream). SmartTrips staff would have a better idea of expected attendance on how much money they should budget for the event. Also people seem to be more likely to attend once they've made a commitment.
- Events should begin in the middle of the program and run late into the program, rather than starting at the beginning. Most residents don't receive a copy of the event calendar until midway through or at the end of the program.
- The SmartTrips program is scalable, which is a great advantage. However, program coordinators should only take on those activities for which there are resources. Quality should be strived for, as opposed to quantity, in order to meet travel behavior change goals.

#### Major Successes

- The Eugene Sunday Streets Bethel event attracted approximately 1,500 community members and garnered positive media coverage. Though it is a citywide event, it had strong overlap with the goals of the SmartTrips program and it is recommended that programs

continue to be implemented in concert with one another.

- Based on the survey results, the SmartTrips approach was successful at increasing awareness of transportation options and reducing drive-alone trips in the target area, meeting the established program goals. These results demonstrate that individualized marketing continues to be a positive tool for shifting attitudes and behavior around transportation in Eugene.
- Partnering with the neighborhood community center (Petersen Barn Community Center) proved to be very successful. Attending events that are already well attended allowed SmartTrips staff to interact with more residents in the target neighborhood. We were able to meet with residents who may not have participated in the SmartTrips program without speaking to someone about it first. In future years it is highly recommended that the SmartTrips program integrate with community centers, churches, neighborhood associations or other groups that are already trusted in the neighborhood.
- We share staff between the Eugene SmartTrips program and the Eugene Sunday Streets program. After three years of producing these two programs, the staff levels are just right (see pg. 17 for the exact

breakdown). It was particularly helpful to have a program coordinator for each program. They were each working approximately 25 to 30 hours a week, with supervision by the Transportation Options Coordinator. We also had two part-time SmartTrips Delivery and Event interns who focused primarily on processing SmartTrips orders and making sure that the deliveries were packed and delivered in a timely manner. Their secondary duties were to help with the Eugene Sunday Streets events, particularly 'day-of' staffing and volunteer coordination. There was collaboration between all staff, and we met regularly to see where we could help each other out.



**Helmet decorating at Eugene Sunday Streets was a popular activity.**



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### Challenges

SmartTrips staff observed a low participation rate for events compared to similar events in previous years.

Multiple factors may have caused low participation rates, including an oversaturation of events taking place in the community or residents having less leisure time because of current economic conditions. SmartTrips staff also sensed that residents in this neighborhood had a general distrust of local government (this program ran in conjunction with a controversial City Budget debate). Eugene saw unseasonably poor weather through mid-August, which may have been a contributing factor to low attendance at these outdoor events.

In the future, program coordinators should plan fewer events and work with events in the neighborhood that have already established regular attendance to incorporate active transportation components.

Events scheduled on Friday evenings and weekends had very little attendance. Program coordinators should also try to schedule events during weekday evenings.

This neighborhood had a high population of Spanish-speaking citizens yet it was very challenging to engage them in the program. While we offered many materials in English and Spanish, there was still a very low participation rate from the Spanish-speaking community.

In future years, program coordinators should design a Spanish version of the order form and incorporate more bilingual articles in the newsletters. Also, people sometimes called to order materials in Spanish and we were fortunate to have a staff member fluent in Spanish. If future program coordinators anticipate a large population of Spanish-speaking citizens in the target neighborhood, it is recommended that they hire a bilingual staff member so that that person can translate materials and speak to members of the Spanish-speaking community when needed. It would also be good to find a trusted member of the Spanish-speaking community and work with them prior to event planning so as to engage them in the whole process and hopefully encourage participation later in the program.

